AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listings of Claims:

Please Amend the remaining claims as indicated below:

1.   (Currently Amended) A method of providing remote users with a centralized polling environment, comprising the steps of:

creating polls;

assigning a[[n]] ~~audience~~ content rating to said polls;

~~archiving~~ storing said polls in a storage area ~~based on said audience rating~~;

determining ~~an~~ a minimum and maximum ~~audience~~ content rating level of an affiliated website;

searching said ~~archived~~ stored polls to provide a selected set of said polls, wherein said searching further comprises selecting polls that are more relevant to a user based on that user's responses to previous polls and that have content rating levels that ~~do not exceed~~ fall within said minimum and maximum ~~said audience~~ content rating level of said affiliated website;

placing one of said selected polls in a Web page of said affiliated website;

delivering said Web page to permit user viewing and interaction with said one of selected polls in real time; and

updating an existing profile for said user based on said interaction.

2.   (Original) The method according to Claim 1, wherein said creating step further comprises forming a question and a plurality of possible answer choices for each of said polls.

3.   (Currently Amended) The method according to Claim 1, ~~wherein said archiving step further comprises~~ further including: ~~seeking and~~ obtaining approval to ~~archive~~ store based on ~~whether~~ said ~~audience~~ content rating of each of said polls was correctly assigned.

4.   (Cancelled)

5.   (Currently Amended) The method according to Claim 1, wherein said searching step further comprises:

defining said matching terms according to a marketing campaign; and

searching for matching terms within poll content descriptors associated with respective ones of said ~~archived~~ stored polls.

6.   (Cancelled)

7.   (Original) The method according to Claim 1, wherein said placing step further comprises embedding a reference link within said Web page.

8. (Original) The method according to Claim 1, wherein said placing step further comprises embedding said reference link written in JavaScript.

9. (Original) The method according to Claim 1, wherein said placing step further comprises positioning said one of said selected polls in a predefined area on said Web page.

10. (Original) The method according to Claim 1, wherein said delivering step further comprises refreshing said Web page and providing results of said one of selected polls within said Web page.

11. (Currently Amended) The method according to Claim 3, wherein said ~~audience~~ content rating is an established audience rating selected from the group consistent of general ~~audience~~ content (G), parental guidance suggested for those 13 years of age or younger (PG-13), and restricted for those under 17 years of age (R).

12. (Previously Presented) The method according to Claim 1, further including: building a new profile for said user when said user is not associated with an existing profile.

13.   (Previously Presented) The method according to Claim 1, wherein said user is associated with said existing profile via a cookie embedded on a user computer.

14.   (Currently Amended) The method according to Claim 12, wherein said building step further comprises ~~archiving~~ storing said new profile in said storage area.

15.   (Currently Amended) A computer-implemented system for delivering information to users, comprising:

an application server connected to a network, said application server coupled to a first database comprising a[[n]] ~~archive~~ storage of polls, said application server being responsive to requests from a user computer of said network for particular polls from said first database;

a Web server connected to said network and hosting a website, said website having an ~~audience~~ content rating level, said Web server being responsive to request messages from a user computer for a particular Web page from said website and to thereby deliver said particular Web page to said user computer, said particular Web page containing a reference link to polls ~~archived~~ stored on said first database; and

an administrative processor coupled to said application server, said administrator processor executing instructions to provide the functions of:

creating new polls;

assigning a[[n]] ~~audience~~ content rating to said new polls;

~~archiving~~ storing said new polls in said first database ~~based on said audience rating~~;

determining ~~an~~ a minimum and maximum ~~audience~~ content rating level of said website;

searching said ~~archived~~ stored polls based on predefined search criteria to provide a selected set of said polls, wherein said searching further comprises selecting polls that are more relevant to a user based on that user's responses to previous polls and that have content rating levels that ~~do not exceed~~ fall within a minimum and maximum ~~said audience~~ content rating level of said website;

placing one of said selected polls in a Web page from said website;

delivering said Web page to permit user viewing and interaction with said one of selected polls in real time; and

updating an existing profile for said user based on said interaction with said one of selected polls.

16.   (Original) The system according to Claim 15, wherein said creating function further comprises forming a question and a plurality of possible answer choices for each of said new polls.

17.   (Currently Amended) The system according to Claim 15, ~~wherein said archiving function further comprises~~ further including: ~~seeking and~~ obtaining

approval to ~~archive~~ <u>store</u> based on <u>whether</u> ~~an~~ <u>said</u> ~~audience~~ <u>content</u> rating of each

of said new polls <u>was correctly assigned</u>.

18.   (Cancelled)

19.   (Currently Amended) The system according to Claim 15, wherein

said searching function further comprises searching for matching terms within

poll content descriptors associated with respective ones of said ~~archived~~ <u>stored</u>

polls.

20.   (Original) The system according to Claim 15, wherein said

searching function further comprises defining said matching terms according to a

marketing campaign.

21.   (Original) The system according to Claim 15, wherein said placing

function further comprises embedding a new reference link within said Web page.

22.   (Original) The system according to Claim 21, wherein said placing

function further comprises embedding said new reference link written in

JavaScript.

23.   (Original) The system according to Claim 15, wherein said placing function further comprises positioning said one of said selected polls in a predefined area on said Web page.

24.   (Original) The system according to Claim 15, wherein said delivering function further comprises refreshing said Web page and providing results of said one of selected polls within said Web page.

25.   (Currently Amended) The system according to Claim ~~15~~ 17, wherein said ~~audience~~ content rating is an established ~~audience~~ content rating selected from the group consistent of general ~~audience~~ content (G), parental guidance suggested for those 13 years of age or younger (PG-13), and restricted for those under 17 years of age (R).

26.   (Currently Amended) The system according to Claim 15, wherein said ~~further including:~~ administrative processor is configured to execute instructions to build~~ing~~ a new profile for said user when said user is not associated with an existing profile.

27.   (Cancelled)

28. (Currently Amended) The system according to Claim 26, wherein said building function further comprises ~~archiving~~ <u>storing</u> said new profile in said first database

29. (Currently Amended) A method of providing remote users with a centralized polling environment, comprising the steps of:

creating polls;

assigning a[[n]] ~~audience~~ <u>content</u> rating to said polls;

<u>obtaining approval to store said polls based on whether said content rating of each of said polls was correctly assigned;</u>

~~archiving~~ <u>storing</u> said polls in a storage area~~, wherein said archiving step further comprises seeking and obtaining approval to archive based on an audience rating of each of said polls~~;

searching said ~~archived~~ <u>stored</u> polls to provide a selected set of said polls;

placing one of said selected polls in a Web page;

delivering said Web page to permit user viewing and interaction with said one of selected polls in real time; and

updating an existing user profile of said user based on said interaction.

30. (Currently Amended) The method according to Claim 29, further comprising ~~includes~~ selecting polls that <u>have content rating levels that</u> ~~do not exceed~~ <u>fall within a minimum and maximum</u> ~~an audience~~ <u>content</u> rating level of a website hosting said Web page.

31.   (Currently Amended)   A computer-implemented system for delivering information to users, comprising:

an application server connected to a network, said application server coupled to a first database comprising a[[n]] ~~archive~~ storage of polls, said application server being responsive to requests from a user computer of said network for particular polls from said first database;

a Web server connected to said network and hosting a website, said website having an ~~audience~~ content rating level, said Web server being responsive to request messages from a user computer for a particular Web page from said website and to thereby deliver said particular Web page to said user computer, said particular Web page containing a reference link to polls ~~archived~~ stored on said first database; and

an administrative processor coupled to said application server, said administrator processor executing instructions to provide the functions of:

creating new polls;

assigning a[[n]] ~~audience~~ content rating to said polls;

obtaining approval to store said new polls based on whether said content rating of each of said new polls was correctly assigned;

~~archiving~~ storing said new polls in said first database~~, wherein said archiving function further comprises seeking and obtaining approval based on said audience rating of each of said new polls~~;

determining ~~an~~ a minimum and maximum ~~audience~~ content rating level of said website;

searching said ~~archived~~ stored polls based on predefined search criteria to provide a selected set of said polls ~~and~~ that have content rating levels that ~~do not exceed~~ fall within a minimum and maximum ~~said audience~~ content rating level of said website;

placing one of said selected polls in a Web page from said website;

delivering said Web page to permit user viewing and interaction with said one of selected polls in real time; and

updating an existing profile for said user based on said interaction with said one of selected polls.

32.   (Currently Amended) The system according to Claim 31, ~~further including:~~ wherein said administrative processor is configure to execute instructions to ~~building~~ build a new profile for said user when said user is not associated with an existing profile.

Claims 33-36 are withdrawn.

37.   (Previously Presented) The method of claim 1, further comprising selecting advertising content based on said existing profile, associating the advertisement with a second one of said selected polls, placing the second one of said selected polls and the associated advertisement in a Web page, and delivering

the Web page to permit user viewing and interaction with the second poll and the

associated advertisement.

38.   (Previously Presented) The method of claim 37, further comprising

updating said existing profile based on the interaction with the second poll.